MCHENRY COUNTY STRATEGIC PLAN 2013-2015

Adopted by McHenry County Board





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MISSION

Dedicated to providing the highest quality services for McHenry County.

VISION

By 2030, McHenry County is recognized as a leader and innovator in local government across the state and nation and is known for its high quality of life, livable communities, cultural heritage, natural environment, and sustainable, knowledge-based economy. We envision a future in which:

Our economy prospers and our agricultural enterprises are thriving, while growth is well managed.

Our open spaces, natural resources and water supplies are protected.

Our cities and small towns are vibrant and continue to grow while retaining their unique character.

Our communities provide a diverse mix of housing options, superior educational opportunities, and well-paying jobs.

Our transportation system is well-balanced and offers expanded transit options for efficient and flexible movement within and through the County.

Our tax base is diversified and the County's financial position remains strong.

STRATEGIC ISSUES

During the strategic planning process, the McHenry County Board identified four key strategic issues from which the strategic planning goals and action steps are derived.

LEADERSHIP AND GOVERNANCE

To achieve McHenry County's mission of providing the highest quality services and its vision as a leader and innovator in local government, elected officials and staff should continuously seek methods for delivering quality services at the lowest possible cost. Additionally, the McHenry County should engage its citizens both through the broad distribution of essential communication and in seeking citizen feedback about service needs and quality. Finally, the county should act as a leader in the region, building collaborative relationships with municipalities, school districts, and other local governments.

STABLE ENVIRONMENT

McHenry County's balance of rural, urban, and suburban areas sets it apart from many other counties in the state of Illinois. To achieve the county's vision for the protection of open space, natural resources, and water supplies, the county government must engender support and collaboration from municipalities, townships, and the McHenry County Conservation District. While population and commercial growth are economically beneficial, that growth must be sustainable growth, balanced with efforts to preserve open space and agricultural property, and to conserve the county's water supply.

ECONOMIC AND WORKFORCE DEVELOPMENT

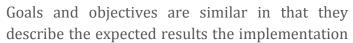
Successful economic development is the key to achieving the county's vision of a diversified tax base and strong financial position and it helps to ease the property tax burden from county residents. New commercial development provides greater employment opportunities in the county, increases the overall value of property in the county, and increases government revenue allowing for better service provision. Economic and workforce development efforts promote the creation of new jobs and ensure that the human resources in the county are adequate to meet the needs of both new and existing businesses.

QUALITY INFRASTRUCTURE

High quality infrastructure will promote economic development growth in McHenry County and will facilitate the provision of high quality county services. There are three focus areas for county infrastructure improvement priorities in the strategic plan. First, there should high-speed internet access county-wide. Second, the transportation system—automotive, bicycle, walking, mass transit—should accommodate the needs of county businesses and residents. Third, short-and long-term county government facility needs must be addressed.

GOALS | OBJECTIVES | ACTION ITEMS

The remainder of the strategic plan provides the map that county government will use to address the strategic issues identified by the board. Each strategic issue has a set of goals, objectives, and action items that will provide guidance to staff as they implement the plan and serve as an objective measurement instrument to assess progress towards achieving the McHenry County Board's goals.









of the strategic plan. Goals are broad, long-term statements about the general purposes of the county government. Goals are distinguished from objectives by their level of specificity. Objectives are brief, clear statements that describe the measurable outcomes achieved through implementation of the plan.

Action items are the specific steps that must be taken to achieve objectives. These items will form the basis for the report card found at the end of the strategic plan. McHenry County staff will use the report card to assess their progress towards the achievement of the strategic planning goals.



GOAL 1

Ordinances and policies are clear and easily interpreted by employees, citizens, and elected officials

OBJECTIVE A

Provide consistent responses to citizens regarding ordinances

ACTIONS

- Task 1: Identify points of contact in each department to provide consistent responses to questions about ordinances or policies
- Task 2: Create process and content for department responses
- Task 3: Add ordinance FAQ pages to the website and/or a frequently searched index

STAFF RESPONSIBLE

- Task 1: County Administration, Information Technology
- Task 2: All County Departments
- Task 3: All County Departments

- Task 1: Spring 2014
- Task 2: Ongoing
- Task 3: Summer 2014

GOAL 1

Ordinances and policies are clear and easily interpreted by employees, citizens, and elected officials

OBJECTIVE B

Ensure there are no conflicting ordinances

ACTIONS

- Task 1: Develop electronic format for the new codification system
 - o Publicize electronic codification
 - Create training material on eCodification
 - o Remove any conflicting ordinances during the recodification process
- Task 2: Each time an ordinance is passed, existing ordinances are reviewed for redundancies
- Task 3: Complete Unified Development Ordinance
- Task 4: Update Stormwater Management Ordinance

STAFF RESPONSIBLE

- Task 1: County Administration, State's Attorney's Office, and County Clerk
- Task 2: All County Departments
- Task 3: Planning and Development
- Task 4: Planning and Development

- Task 1: January 2014
- Task 2: Ongoing
- Task 3: December 2013
- Task 4: November 2014

GOAL 2

Identify and prioritize citizen expectations

OBJECTIVE A

Increase awareness of programs and services provided by McHenry County

ACTIONS

- Task 1: Inventory of communication methods and contacts
 - o Collect email contacts from all of the departments, board members, etc.
 - o Survey departments and board to determine their means of outreach efforts
- Task 2: Use citizen feedback to identify their priorities
- Task 3: Measure citizen satisfaction change over time
- Task 4: Identify best management practices to prioritize citizen expectations
- Task 5: Analyze incoming communication to assess usability and clarification needs
 - Audit incoming phone traffic from the switchboard and individual departments to determine which programs and services generate questions
 - Utilize website analytics to determine where much of the traffic is being directed
- Task 6: Update the website to respond for improved clarification or usability

STAFF RESPONSIBLE

- Task 1: County Administration
- Task 2: County Administration, Information Technology
- Task 3: All County Departments providing services to citizens
- Task 4: All County Departments
- Task 5: County Administration
- Task 6: County Administration

- Task 1: Website Update (Fall 2013)
- Task 2: Inventory of Communications (January 2014)
- Task 3: Ongoing
- Task 4: Ongoing
- Task 5: Analyze incoming communications to assess mobility (June 2014)
- Task 6: Survey (January 2015)

GOAL 3

Provide services efficiently in order to operate at the lowest possible tax levy

OBJECTIVE A

Assess service delivery cost savings through the exploration of alternative service delivery options

ACTIONS

- Task 1: Develop a report on the impact of alternative delivery methods and possible ways of implementing various methods
 - Develop an inventory of current intergovernmental agreements and privatized services
 - Evaluate alternative service delivery
 - o Evaluate the intergovernmental agreements
 - o Consider "managed competition" when practical and applicable
- Task 2: Competitively asses McHenry County taxing bodies with other comparable taxing bodies in the United States.

STAFF RESPONSIBLE

Task 1: County Administration, All County Departments

Task 2: All County Departments

TIMELINE FOR COMPLETION

Task 1: Partial - Summer 2013, Full - Summer 2014

Task 2: Summer 2015

GOAL 3

Provide services efficiently in order to operate at the lowest possible tax levy

OBJECTIVE B

Evaluate programs to determine whether they should be continued

ACTIONS

- Task 1: Present board with a report analyzing the mandated and non-mandated services and their cost
 - o Develop a list of each county funded service that is non-mandated
 - o Develop a list of costs associated with each non-mandated county service

STAFF RESPONSIBLE

Task 1: County Administration, County Departments being studied

TIMELINE FOR COMPLETION

Task 1: Present board with a report

- o Partial August 2013
- o Full August 2014

GOAL 4

Lead and facilitate intergovernmental cooperation in McHenry County

OBJECTIVE A

Explore joint service arrangements with other local governments

ACTIONS

Task 1: Develop an inventory of current intergovernmental agreements

Task 2: Partner with McHenry County Council of Governments on identifying additional areas where County Purchasing can work collaboratively with other local governments

Task 3: Develop a joint intergovernmental purchasing policy for McHenry County

STAFF RESPONSIBLE

Task 1: County Administration

Task 2: County Purchasing

Task 3: State's Attorney's Office, All County Departments

TIMELINE FOR COMPLETION

Task 1: Current - August 2013

Task 2: McHenry County Council of Governments – October 2013

Task 3: Develop revised joint intergovernmental purchasing policy – June 2014

GOAL 1

Ensure there is an adequate ground water supply for the future of McHenry County

OBJECTIVE A

Raise public awareness of groundwater supply issues

ACTIONS

- Task 1: Continue contract with United States Geological Survey to continue collecting monitoring well data
- Task 2: Re-write the Stormwater Management Ordinance to address run-off volume control
- Task 3: Evaluate and publish trend data from the water monitoring wells for both water quality and quantity
- Task 4: Proactively communicate issues concerning the McHenry County groundwater supply

STAFF RESPONSIBLE

- Task 1: Planning and Development
- Task 2: Planning and Development
- Task 3: Planning and Development
- Task 4: Planning and Development

- Task 1: December 2013
- Task 2: November 2014
- Task 3: June 2015
- Task 4: Ongoing

GOAL 1

Ensure there is an adequate ground water supply for the future of McHenry County

OBJECTIVE B

Facilitate regional management of ground water

ACTIONS

- Task 1: Survey communities regarding the adoption/implementation of the Water Resources
 Action Plan
- Task 2: Meet with municipal officials on the Water Resources Action Plan
- Task 3: Explore continuation of the Groundwater Taskforce meetings
- Task 4: Create a water resources specialist position
- Task 5: Implement the recommendations of the Water Resources Action Plan

STAFF RESPONSIBLE

- Task 1: Planning and Development
- Task 2: Planning and Development
- Task 3: Planning and Development
- Task 4: Planning and Development
- Task 5: Planning and Development

- Task 1: Fall 2013
- Task 2: Ongoing
- Task 3: Summer 2014
- Task 4: December 2013
- Task 5: Ongoing

GOAL 2

Balance growth with environmental protection

OBJECTIVE A

Improve intergovernmental cooperation on land use

ACTIONS

- Task 1: Present green infrastructure plans for McHenry County to municipalities
- Task 2: Implement watershed management plans' recommendations into the Stormwater Management Ordinance
- Task 3: Assist interested municipalities in creating municipal green infrastructure plans based on the County plan

STAFF RESPONSIBLE

- Task 1: Planning and Development
- Task 2: Planning and Development
- Task 3: Planning and Development

- Task 1: Ongoing
- Task 2: November 2014
- Task 3: Ongoing

GOAL 2

Balance growth with environmental protection

OBJECTIVE B

Increase open-space conservation efforts

ACTIONS

- Task 1: Enhanced protection of environmental sensitive areas within the proposed Unified Development Ordinance and Stormwater Management Ordinance
- Task 2: Pursue a dedicated tax and other funding options for farmland preservation
- Task 3: Encourage funding for open space acquisition by County, State, Federal, and non-profit agencies

STAFF RESPONSIBLE

- Task 1: Planning and Development
- Task 2: Planning and Development
- Task 3: County Board, County Administration

- Task 1: December 2013, November 2014
- Task 2: Ongoing
- Task 3: Ongoing

GOAL 1

Be perceived as a pro-business county

OBJECTIVE A

Ensure clear and consistent county regulatory processes

ACTIONS

Task 1: Audit the length of time it takes to get a permit for businesses, buildings, stormwater health, etc.

Task 2: Implement integrated permitting software

STAFF RESPONSIBLE

Task 1: All permitting agencies

Task 2: Planning and Development, Department of Health, Information Technology

TIMELINE FOR COMPLETION

Task 1: Summer 2014

Task 2: December 2013

GOAL 1

Be perceived as a pro-business county

OBJECTIVE B

Expand the non-residential economic tax base

ACTIONS

- Task 1: Review annual industrial assessed valuation figures and number of applications/permits/licenses to monitor commercial development
 - o Assign staff to review and assess permits, evaluation, etc
 - Add business numbers and revenue to the labor report (include county payroll by industry, firm counts by industry, etc.)
- Task 2: Develop a comprehensive economic development strategy for McHenry County
 - Establish a committee to develop shared goals (made up of McHenry County Economic Development Council, Workforce Investment Board, McHenry County Board, Small Business Development Center, McHenry County Planning Department, and Regional Office of Education staff)
 - o Develop a target list to address vacant industrial space
 - o Identify collective assets within targeted industries and market those assets

STAFF RESPONSIBLE

- Task 1: County Administration, County Assessor, and Workforce Network
- Task 2: County Administration, Workforce Network, McHenry County Economic Development Corporation, McHenry County College, Regional Office of Education, and Planning and Development

TIMELINE FOR COMPLETION

Task 1: Ongoing

Task 2: December 2014

GOAL 2

Match the skills of the population with the needs of businesses

OBJECTIVE A

Evaluate business needs and match funds to training that will meet those needs

ACTIONS

Task 1: Coordinate with workforce partners to share information and develop solutions.

- Conduct business roundtables
- o Conduct employer visits
- o Survey employers, training providers, and workers
- o Identify new training program opportunities
- o Identify improvements to current training programs

STAFF RESPONSIBLE

Task 1: McHenry County Workforce Network Board, Workforce Network, McHenry County College, and McHenry County Economic Development Corporation

TIMELINE FOR COMPLETION

Task 1: Ongoing

GOAL 2

Match the skills of the population with the needs of businesses

OBJECTIVE B

Explore public-private training and education partnerships to improve the skills of the McHenry County workforce

ACTIONS

- Task 1: Work with local employers to engage in training programs for new workers
- Task 2: Disseminate information about employment opportunities in the county
- Task 3: Research/identify private foundation funds for training

STAFF RESPONSIBLE

- Task 1: McHenry County Workforce Network Board, Workforce Network, McHenry County College, and McHenry County Economic Development Corporation
- Task 2: Workforce Network, Regional Office of Education
- Task 3: Workforce Network

TIMELINE FOR COMPLETION

Task 1: Ongoing

Task 2: Ongoing

Task 3: Ongoing

GOAL 1

Facilitate the infrastructure necessary to improve access to high-speed internet throughout McHenry County

OBJECTIVE A

Explore public-private partnerships to install fiber optic network

ACTIONS

- Task 1: Take advantage of construction of other infrastructure to install underground conduit in easements
 - o Finalize detailed plans to North High School
- Task 2: Create a consortium for support and maintenance of the structure
 - o Create public and private agreements/consortium for the funding of the plan
 - o Establish a bandwidth fee structure
- Task 3: Secure commitment from the State and local governments to add conduit as necessary for fiber installation

STAFF RESPONSIBLE

- Task 1: County Administration, Information Technology, and the McHenry County Economic Development Corporation
- Task 2: County Administration, Information Technology, and the McHenry County Economic Development Corporation
- Task 3: County Administration, County Board, McHenry County Division of Transportation

TIMELINE FOR COMPLETION

Task 1: December 2014

Task 2: June 2015

Task 3: December 2013

GOAL 2

Improve McHenry County's access to interstates

OBJECTIVE A

Work with IDOT to improve access to the interstate highway system

ACTIONS

Task 1: Review and update the Five-Year Highway Improvement Program (HIP) for board approval on an annual basis.

Task 2: Review and update the Long Range Transportation Plan

Task 3: Consider assisting State to provide greater access to interstates

STAFF RESPONSIBLE

Task 1: MCDOT Staff

Task 2: MCDOT Staff

Task 3: MCDOT Staff

TIMELINE FOR COMPLETION

Task 1: Annually (2013, 2014, 2015)

Task 2: Fall 2013

Task 3: 2015

GOAL 3

Accommodate all users of the county's transportation system including walkers, bikers, and public transit riders

OBJECTIVE A

Continue administering McRide Program dial-a-ride transit program

ACTIONS

Task 1: Commit dollars to support the projects

STAFF RESPONSIBLE

Task 1: MCDOT Staff

TIMELINE FOR COMPLETION

Task 1: Annually

GOAL 3

Accommodate all users of the county's transportation system including walkers, bikers, and public transit riders

OBJECTIVE B

Create a "Volunteer Driver and Transit Enhancement" program funded through the RTA sales tax

ACTIONS

Task 1: Commit dollars to support the projects

STAFF RESPONSIBLE

Task 1: MCDOT

TIMELINE FOR COMPLETION

Task 1: Annually

GOAL 3

Accommodate all users of the county's transportation system including walkers, bikers, and public transit riders

OBJECTIVE C

Support municipal and IDOT bicycle and pedestrian transportation projects through the "Community Bicycle and Pedestrian Projects" program

ACTIONS

Task 1: Commit dollars to support the projects

STAFF RESPONSIBLE

Task 1: MDOT Staff

TIMELINE FOR COMPLETION

Task 1: Annually

GOAL 4

Address short and long-term facility needs

OBJECTIVE A

Explore flexible work arrangements

ACTIONS

Task 1: Create a pilot program to engage a workforce (e.g. job sharing, hoteling)

Task 2: Create remote collaboration and communication opportunity

Task 3: Consider available properties/solutions for current unmet space needs

STAFF RESPONSIBLE

Task 1: Information Technology

Task 2: Information Technology

Task 3: County Administration

TIMELINE FOR COMPLETION

Task 1: December 2013

Task 2: December 2013

Task 3: December 2013

MCHENRY COUNTY STRATEGIC PLANNING REPORT CARD

	Goal	Objective	Action	2013	2014	2015
overnance	Ordinances and	A. Provide consistent responses to citizens regarding ordinances	 i. Identify points of contact in each department to provide consistent responses to questions about ordinances or policies ii. Create process and content for department responses iii. Add ordinance FAQ pages to the website and/or a frequently searched index 			
	policies are clear and easily interpreted by employees, citizens, and elected officials	B. Ensure there are no conflicting ordinances	 i. Develop electronic format for the new codification system. Publicize electronic codification Create training material on eCodification Remove any conflicting ordinances during the recodification process ii. Each time an ordinance is passed, existing ordinances are reviewed for redundancies iii. Complete Unified Development Ordinance iv. Update Stormwater Management Ordinance 			
Leadership and Governance	Identify and prioritize citizen expectations	A. Increase awareness of programs and services provided by McHenry County	 i. Inventory of communication methods and contacts Collect email contacts from all of the departments, board members, etc Survey departments and board to determine their means of outreach efforts ii. Use citizen feedback to identify their priorities iii. Measure citizen satisfaction change over time iv. Identify best management practices to prioritize citizen expectations v. Analyze incoming communication to assess usability and clarification needs Audit incoming phone traffic from the switchboard and individual departments to determine which programs and services need clarifying Utilize website analytics to determine where much of the traffic is being directed vi. Update the website to respond for improved clarification or usability 			

	Goal	Objective	Action	2013	2014	2015
Leadership and Governance (cont.)	3. Provide services efficiently in order to operate at the lowest possible tax levy	A. Assess service delivery cost savings through the exploration of alternative service delivery options B. Evaluate programs to determine whether they should be continued	 i. Develop a report on the impact of alternative delivery methods and possible ways of implementing various methods Develop an inventory of current intergovernmental agreements and privatized services Evaluate alternative service delivery Evaluate the intergovernmental agreements Consider "managed competition" when practical and applicable ii. Competitively asses McHenry County taxing bodies with other comparable taxing bodies in the United States i. Present board with a report analyzing the mandated and non-mandated services and their cost Develop a list of each county funded service that is non-mandated Develop a list of cost associated with each non-mandated county service 			
- Fe	4. Lead and facilitate intergovernmenta I cooperation in McHenry County	Explore joint service arrangements with other local governments	 i. Develop an inventory of current intergovernmental agreements ii. Partner with the McHenry County Council of Governments on identifying where County Purchasing can work collaboratively with other local governments iii. Develop a joint intergovernmental purchasing policy for McHenry County 			

	Goal	Objective	Action	2013	2014	2015
	Ensure there is an adequate ground	A. Raise public awareness of groundwater supply issues	 i. Continue contract with United States Geological Survey to continue collecting monitoring well data ii. Re-write the Stormwater Management Ordinance to address long-term groundwater supply iii. Evaluate and publish trend data from the water monitoring wells for both water quality and quantity iv. Proactively communicate issues concerning the McHenry County groundwater supply 			
Stable Environment	water supply for the future of McHenry County.	B. Facilitate regional management of ground water	i. Survey communities regarding the adoption/implementation of the Water Resources Action Plan ii. Meet with municipal officials on the Water Resources Action Plan iii. Explore continuation of Groundwater Taskforce meetings iv. Create a water resources specialist position v. Implement the recommendations of the Water Resources Action Plan			
Sta	Balance growth with	A. Improve intergovernmental cooperation on land use	Present green infrastructure plan to municipalities ii. Implement watershed management plans' recommendations into the Stormwater Management Ordinance iii. Assist interested municipalities in creating municipal green infrastructure plans based on the County plan			
	environmental protection	B. Increase open-space conservation efforts	 i. Enhance protection of environmental sensitive areas within the proposed Unified Development Ordinance and Stormwater Management Ordinance ii. Pursue a dedicated tax and other funding options for farmland preservation iii. Encourage funding for open space acquired by County, State, Federal, and non-profit agencies 			

	Goal	Objective	Action	2013	2014	2015
-		A. Ensure clear and consistent county regulatory processes	 i. Audit the length of time it takes to get a permit for businesses, buildings, stormwater health, etc. ii. Implement integrated permitting software 			
Economic and Workforce Development	Be perceived as a pro-business county	B. Expand the non-residential economic tax base	 i. Review the annual industrial assessed evaluation and number of applications/permits/licenses to monitor commercial development • Assign staff to review and assess permits, evaluation, etc. • Add business numbers and revenue to the labor report (include county payroll by industry, firm counts by industry, etc.) ii. Develop a comprehensive economic development strategy for McHenry County • Establish a committee to develop shared goals (made up of McHenry County Economic Development Council, Workforce Investment Board, McHenry County Board, Small Business Development Center, McHenry County Planning Department, Regional Office of Education staff) • Develop a target list to address vacant industrial space • Identify collective assets within targeted industries and market those assets 			
Econo	Match the skills of the population with the needs of	A. Evaluate business needs and match funds to training that will meet those needs	 i. Coordinate with workforce partners to share information and develop solutions Conduct business roundtables Conduct employer visits Survey employers, training providers, and workers Identify new training program opportunities Identify improvements to current training programs 			
	businesses	B. Explore public-private partnerships to educate the population with needed skills	 i. Work with local employers to engage in training programs for new workers ii. Disseminate information about employment opportunities in the County iii. Research/identify private foundation funds for training 			

	Goal	Objective	Action	2013	2014	2015
Quality Infrastructure	1. Facilitate the infrastructure necessary to improve access to high-speed internet throughout McHenry County	A. Explore public-private partnerships to install fiber optic network	 i. Take advantage of construction of other infrastructure to install underground conduit in easements Finalize detailed plans to North High School ii. Create a consortium for support and maintenance of the structure Create public and private agreements/consortium for the funding of the plan. Establish a bandwidth fee structure iii. Secure commitments from the State and local governments to add conduit as necessary for fiber installation 			
	Improve McHenry County's access to interstates	A. Work with IDOT to improve access to the interstate highway system	 i. Review and update the Five-Year Highway Improvement Program (HIP) for board approval on an annual basis ii. Review and update the Long Range Transportation Plan iii. Consider assisting State to provide greater access to interstates 			

	Goal	Objective	Action	2013	2014	2015
		 A. Continue administering McRide Program dial-a-ride transit program 	i. Commit dollars to support the projects			
re (cont.)	3. Accommodate all users of the county's transportation	B. Create a "Volunteer Driver and Transit Enhancement" program funded through the RTA sales tax	i. Commit dollars to support the projects			
Quality Infrastructure	system including walkers, bikers, and public transit riders	ii. Support municipal and IDOT bicycle and pedestrian transportation projects through the "Community Bicycle and Pedestrian Projects" program	i. Commit dollars to support the projects			
	4. Address short and long-term facility needs	A. Explore flexible work arrangements	 i. Create a pilot program to engage a new workforce (e.g. job sharing, hoteling) ii. Create remote collaboration and communication opportunity iii. Consider available properties/solutions for current unmet space needs 			